

# Wireless WEEK

## [Predictions for 2013](#)

Wireless Week

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*Let's just say the Mayans were wrong and we make it to 2013. If that's the case, you're going to want to peruse this issue of Wireless Week. The following pages are chock full of insight from top industry executives on what to expect in the coming year. As it turns out, most of the suits in the wireless industry are also handy with the crystal ball.*



*If we've read the tea leaves correctly, it looks like BYOD will continue to disrupt nearly every segment of the industry. The power of LTE will continue to drive an incredible array of new applications and devices. Speech will change how we interact with our devices. And yes, one of our executives goes out on a limb and actually suggest there will be a 2013!?! Read on to discover these and many more predictions for 2013.*

### **Super Apps Outcompete Traditional Apps**

Wendy Burden, EVP of Brand and Business Development, iViu Technologies

With more than 1.3 million mobile apps flooding the App Store and Google Play, the rise of “Super Apps” will outcompete traditional mobile apps in 2013 as search and scanning begin their decline to obsolescence.

Super Apps – mobile applications with groundbreaking features – will be a game changer for smartphone capabilities, enabling them to become the command center for living, and are posed to dominate the app market in 2013.

Key differentiators from traditional apps will include: Multi-modal input, including voice and touch, for easy and intuitive interaction with apps; Personal assistant capabilities that are highly predictive, know what you want and when you want it, and in the context of what you were doing prior to the action

Curated content based on: Social data and information, including likes and preferences on social networks; Hyper-local detection and navigation in buildings to provide relevant, timely and actionable information; Mobile preferences, including types of notifications received, at specific times of day and in specific locations; Endorsement of people that you trust, including friends, celebrities, experts and more; Mood detection, and detecting a current physical or emotional state in order to adjust